

JELL-O

AMERICA'S MOST FAMOUS
DESSERT



THE BRIDE AND HER TASK

Three years ago a Jell-O Book entitled "Six Famous Cooks" was issued. Ten million copies of the book were distributed in this country.

It contained portraits of Marion Harland, Mrs. Rorer, Janet McKenzie Hill, Mary J. Lincoln, Emma Paddock Telford and Christine Terhune Herrick, and each of these six great cooks and authors explained why Jell-O should be used in every home, and each contributed several Jell-O recipes to the book. Some of these recipes appear again in this new book.

The opening paragraph in that book said: "Every day a host of brides become housekeepers, each with a man to feed and keep happy."

That statement furnishes the text for this new Jell-O Book, but just now we will for a moment leave the beautiful young bride whose home-life is pictured in it, while we say a few words about America's most famous dessert to housewives generally.

Jell-O can be made into so many different kinds of desserts which require no cooking or work of any kind that a book could be filled with recipes for these simple dishes alone. They are so much finer than anything else that could be made in the same time and at the same cost that they are generally served in homes where refinement and good judgment prevail. The low cost is largely responsible, too, for their popularity in thousands of homes where formerly only pie was served for dessert.

But low cost, ease of preparation and delightful flavor do not tell the whole story. Coming as it does at the end of a hearty meal, the dessert should be light and digestible. Children are especially subject to stomach troubles that come from over-eating. Little folks do not, like their elders, prudently "save a place" for dessert, which is very often just one dish too much. Jell-O is so easily digested and is so wholesome every way that "a little more" is never likely to do harm.

Jell-O is put up in seven pure fruit flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

Each in a package by itself, 10 cents, at any grocer's or any general store.

The Genesee Pure Food Co.

Le Roy, N. Y.

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Their First Dinner at Home

Though the honeymoon is not yet over and everything she does is still perfect, the young housewife who is no cook has gone through a period of awful trepidation while preparing that first dessert. She didn't know, as all experienced housewives do, that she couldn't go wrong with Jell-O. And now, proudly successful, she holds up to *his* delighted gaze the beautiful dish of Strawberry Jell-O which she has prepared with her own hands. This is the recipe she used:

Strawberry Jell-O

Dissolve a package of Strawberry Jell-O in a pint of boiling water and set it in a cold place to harden. Serve plain or with whipped cream.

Of course anybody can do that, and after making one or two such plain desserts anyone can make the more elaborate ones.

She served whipped cream with it.

Page 8 of this book is made up of Strawberry Jell-O recipes. Combinations of Strawberry Jell-O and strawberries and other fruit are very popular. It would seem that whenever housewives are in doubt as to which Jell-O flavor may be best for any particular occasion, they take the Strawberry flavor as the one most likely to suit all tastes. Perhaps they are right. We only know that when you have tried all of the Jell-O flavors, you may like some better than others, just as you may like one fine fruit better than other fruits, but you will certainly like all of them very much.

Highest award, Grand Prize, at Panama-Pacific Exposition, 1915.



Surprising Father and Mother

In her old home she had never been taught how to cook, and so, when her father and mother, making their first visit to "the children," miss her from the room for a moment and then witness her triumphant return, bearing a tray with tea things and napkins and spoons for two, and two beautiful dishes of Jell-O upon it, and she sets down the tray and smilingly brings one dish to father and one to mother, and says, "I made it myself; isn't it lovely?" and father says, "Great!" and mother says, "Splendid!" what a happy time it is!

One of the beauties of the Jell-O way is that there is no cooking about it. The Lemon Jell-O served by the lovely bride was made by dissolving a package of Lemon Jell-O in a pint of boiling water and letting it harden. A "dab" of whipped cream was added and a cherry brightly topped each dish.

Lemon Jell-O

It is generally understood that Lemon Jell-O can be made up into a greater variety of dishes, including salads as well as desserts, than any of the other flavors. It is also an ideal table jelly. The recipes on the next page call for Lemon Jell-O alone, but scattered through the book are others which show the use of Lemon Jell-O with some of the other flavors. Page 18 is given up to recipes for the choicest Lemon Jell-O salads.

Experienced cooks use Lemon Jell-O instead of gelatine for giving their salads added piquancy and attractiveness of form.

Highest award, Gold Medal, at St. Louis Exposition, 1904.

Lemon Jell-O Recipes

Grape Juice Frappé

Dissolve one package of Lemon Jell-O in one-half pint of boiling water and add one-half pint of Welch's Grape Juice. Just as it begins to set, whip with egg beater until light and spongy; add one cup whipped cream and stir. Serve very cold in sherbet glasses, garnished with a spoonful of whipped cream and some candied violets.



Banana Cream

Peel and mash five large bananas, add five teaspoonfuls of sugar and rub to a smooth paste, then add one cup of cream, beaten to a stiff froth. Dissolve one package of Lemon Jell-O in three-fourths pint of boiling water. When cold, stir in the cream mixture. Pour into a mould and set in a cold place to harden. Serve with whipped cream.

Grape Ambrosia

(Illustrated on page 10.)

Dissolve two packages Lemon Jell-O in one pint of boiling water, and add a pint of grape juice. Put aside one-third of this mixture. Pour a shallow layer in the bottom of the mould, and when firm whip the balance to consistency of whipped cream, and pour one-half of it into mould. Dip on a layer of the plain mixture saved out. Add balance of whip. When ready to serve garnish with sliced bananas and cream.

Lemon Cream Whip

(Illustrated on page 10.)

Dissolve one package of Lemon Jell-O in one pint of boiling water. When a cool liquid, set the dish in a pan of cracked ice (or very cold water) and whip up to the consistency of whipped cream. Have one cup of cream whipped stiff. Fold Jell-O and cream together. Pile lightly on serving dish, and garnish with English walnuts and cherries. This quantity of material serves twelve. It can be served with or without extra cream. Orange Jell-O instead of Lemon Jell-O can be used for this dessert, at choice.

Pineapple Sponge

To the juice from a can of grated pineapple add enough water to make one cup. Bring to boiling point and add one package of Lemon Jell-O, six marshmallows and the grated pineapple from which juice was taken. Just as it begins to set beat with egg beater. Whip half a pint of cream and add to the mixture and beat again very thoroughly. Put in a cold place to harden. Serve in sherbet glasses covered with whipped cream and with a candied cherry on top. It must be stiff and firm but light and delicate. Will serve seven or eight.

**Pure
Fruit
Flavors
Only**

Highest award, Gold Medal, at Portland Exposition, 1905.



The Birthday Party

And now, having practiced on hubby and her parents with her Jell-O dishes, and, indeed, having fed hubby on the most delightful frappés and cream-whips and the most delicious “delights” and “trifles”—all made of Jell-O—she has grown so confident with success that when *his* birthday approaches and she arranges a party in celebration of the event, she gladly undertakes the preparation of such a Jell-O lunch as would have made the most experienced caterer or the most accomplished chef turn green or blue or red with envy had he been there to see it.

First, in tall glasses she served as a cocktail “Mrs. Rorer’s Jambolaya,” made according to the recipe on page 13, and then the delicious “Spanish Jell-O Salad” which is described on page 18. After the salad came the real dish of the evening—Raspberry Jell-O and whipped cream. The daintiest of wafers and the most generous slices of birthday cake were served with it.

As every woman knows, it is seldom an easy task for the woman who has no help to get up a lunch, even though it be of the buffet character, for such an occasion. Too often her own enjoyment is marred by the fuss and expense and worry which she is obliged to undergo. At such times it is always well to remember the easy Jell-O way adopted by experienced hostesses, who always keep in the house a dozen or more packages of Jell-O for use when particularly dainty dishes are desired.

Highest award, Gold Medal, at Jamestown Exposition, 1907.

Raspberry Jell-O

Its real raspberry flavor and its gem-like beauty account for the general liking for Raspberry Jell-O. As with all the other six flavors, a plain Jell-O dessert is made by dissolving the powder from one package in a pint of boiling water and letting it cool and harden.

The recipe, "Strawberry Jell-O and Fruit," on page 8, tells how to add fruit to Strawberry Jell-O. When the Raspberry or other flavors are used they are made up in the same easy way.



Berry Frappé

Dissolve one package of Raspberry or Strawberry Jell-O in one pint of boiling water. Just as it begins to thicken, whip the Jell-O and add one pint of whipped cream, beating all together until thick. Serve in frappé glasses, partly filled with crushed fresh raspberries or strawberries. Canned berries are good when fresh fruit is out of season.

Banana Layer Jell-O

Dissolve one package of Raspberry and one of Lemon Jell-O, separately, each in a pint of boiling water. When nearly set add white grapes, halved and seeded, to the Raspberry, and red grapes to the Lemon. Put a layer of Raspberry in bottom of dish; when set put on a layer of bananas, sliced thin, then a layer of Lemon, and so on until the dish is full, putting bananas between each layer. Whipped cream may be served with this dish as with all Jell-O dishes.

Mrs. Hill's Raspberry Jell-O Supreme

(Illustrated on page 9.)

Press one banana through a sieve, add juice of half a lemon, half a cup of sugar, and one egg well beaten; mix all together until very light, and set in a cold place. Dissolve one package of Raspberry Jell-O in one pint of boiling water and turn into a pie tin to harden. When ready to serve, dip a knife in hot water and cut Jell-O in half-inch cubes and half fill individual glasses; then add the banana mixture.—*Janet McKenzie Hill.*

Paradise Pudding

Take one-quarter pound blanched almonds, one dozen marshmallows, one dozen maraschino cherries, one-half dozen macaroons. Cut them fine and stand aside in a cool place. To one package of Raspberry, Strawberry or Lemon Jell-O add one pint of boiling water, and when cold set the dish in cold (or ice) water and whip until light and of consistency of whipped cream. Then fold in one cup of whipped cream, the cut fruit, and one-quarter cup of sugar. Turn into a square pan and set in a cold place to harden. Serve in slices.

The price of
Jell-O is

10^c

Highest award, Gold Medal, at Seattle Exposition, 1909.



Another Caller wants Jell-O, Too

Father and mother and other "company" have come and gone many times before baby arrives, and the lovely bride, looking hardly a day older, has become a proficient housekeeper. Baby laughs and crows and thrives as all babies should, and eats—the lovely bride declares—more than anybody else's two babies could. Just now, peeping from behind the curtain, she discovers babe in the act of beckoning her big Chocolate Jell-O dessert to move up a little nearer.

It is such a fine-looking dessert, with its rich cream and russet coloring and its trimming of whipped cream, that it is no wonder baby's mouth waters at the sight and he wants to know more about it.

It is just such a dessert as the men like, and so we may as well tell here how she made it. First she dissolved a package of Chocolate Jell-O in a half-pint of boiling water and then added a half-pint of hot milk. When it was cold, but not "set," she folded in carefully a cup of whipped cream with a few drops of vanilla in it, and poured the whole delicious combination into a mould. When it was hard she turned it out on a plate and garnished it with lady-fingers and whipped cream.

Having space for it, it may be said here that the men like the Chocolate Walnut Jell-O pudding, too, that is made from the recipe on page 15.

Most women know how hard it is to make satisfactory Chocolate puddings from anything except Chocolate Jell-O.

Highest award, Grand Prize, at Panama-Pacific Exposition, 1915.

Strawberry Jell-O

(See Plain Strawberry Jell-O recipe on page 2.)

Strawberry Jell-O and Fruit

Dissolve a package of Strawberry Jell-O in a pint of boiling water. Pour a little into the mould and set it in a cold place to harden. Then arrange on this Jell-O as desired strawberries or other small fruit (fresh or canned), or sliced oranges, bananas, or other fruit. Add a little cold Jell-O to hold the fruit in place and let it harden as before. Then pour in the rest of the Jell-O or add as many layers of fruit as may be desired. Fruit is added to the other flavors of Jell-O in the same way.



Apple Snow Jell-O

Dissolve one package of Strawberry Jell-O in one pint of boiling water. When partly cold turn into sherbet glasses, filling three-quarters full. When firm pile apple snow on top. Apple Snow: White of one egg, one grated apple, one-half cup sugar. Beat till light and feathery.

In making this Apple Snow, either Raspberry or Cherry Jell-O can be used instead of the Strawberry flavor, if desired or if more convenient.

Mrs. Lincoln's Strawberry Mousse

Dissolve one package of Strawberry Jell-O in one pint of boiling water. Whip one cup of thick chilled cream very stiff and whip into it gradually one cup strained canned or fresh strawberry juice, sweetened to taste. When the Jell-O begins to stiffen, beat it into the cream; pour it into a wet mould having a tight cover; lay buttered paper on top of cover, and immerse in one part salt and two parts ice for three hours. Serve in individual glasses.—*Mary J. Lincoln.*

Strawberry Tango Jell-O

(Illustrated on page 9.)

Dissolve separately one package each of Strawberry Jell-O and Lemon Jell-O. Pour two-thirds of the Lemon Jell-O into mould, and when almost set push in whole strawberries. Whip up balance of Lemon Jell-O to consistency of whipped cream, then pour it into the mould. When this layer has set, fill mould with the Strawberry Jell-O. Garnish with whipped cream and whole strawberries.

For Special Occasions

The most exquisite dainties for such special occasions as Hallowe'en, Thanksgiving, Christmas, New Years', Valentine's Day, St. Patrick's Day and Easter, and for birthday and wedding parties, are made of Strawberry Jell-O, and the other Jell-O flavors, in a great variety of forms, and in beautiful colors. Most of these can be made without special moulds.

10^c

a package

Highest award, Gold Medal, at St. Louis Exposition, 1904.

THRIFTY SALAD



LEMON CREAM WHIP



WHIPPED NEAPOLITAN



RASPBERRY JELL-O SUPREME



STRAWBERRY JELL-O



PLAIN ORANGE JELL-O



PEACH WHIP



GRAPE AMBROSIA



STRAWBERRY TANGO



SPANISH JELL-O SALAD

GRAPE JUICE FRAPPE



Cherry Jell-O



Cherry Jell-O has the peculiarly pleasant cherry flavor which is so much enjoyed by lovers of good things to eat. It is, of course, the pure fruit flavor. The plain dessert is made by dissolving a package of Cherry Jell-O in a pint of boiling water, and is served either with or without whipped cream. The Cherry Jell-O recipes on this page are very popular.

Emma Paddock Telford, for years at the head of the Domestic Science Department of the Butterick Publishing Company, is very partial to Cherry Jell-O, and furnishes one of the recipes.

Roman Sponge

Dissolve one package of Cherry Jell-O in one pint of boiling water. When cold whip to consistency of whipped cream, then add one cup of whipped cream, one-half dozen macaroons crushed, and a handful of chopped nuts. Set away to harden. Garnish with cherries and serve with whipped cream.

Almond Cherry

(Illustrated on Back Cover.)

Dissolve one package of Cherry Jell-O in one pint of boiling water. Pour half into a mould or bowl. When it begins to thicken, drop in a row of blanched almonds or walnut meats. If a mould like one in the picture is used, put a nutmeat in each peak, instead of first row mentioned. When hard pour in the rest of the Jell-O, add a row of almonds, and set away to harden. Whipped cream may be served with this dessert if desired.

Individual Cherry-and-Lemon Jell-O

Use for this recipe six individual moulds or teacups. Dissolve one-half package of Cherry Jell-O in one-half pint of boiling water, and half fill each of the moulds. Dissolve one-half package of Lemon Jell-O in one-half pint of boiling water, and when it begins to set, beat with an egg beater. When the Cherry Jell-O is set, pour the beaten Lemon Jell-O on it. Set in a cool place to harden, then turn out on glass dishes, and serve with sliced bananas and cherries.—*Emma Paddock Telford.*

Pineapple Delight

Dissolve a package of Cherry Jell-O in a pint of boiling water and put in a cold place to set. Two or three hours before time for serving beat the Jell-O into quite fine pieces, but not "foamy." Whip one-half cup of sweet cream, add two tablespoonfuls sugar and five drops of vanilla, and stir this mixture and two sliced bananas into the Jell-O until thoroughly mixed. Chill and serve in sherbet glasses with a large teaspoonful of pineapple preserves or rich pineapple juice over each glass.

Jell-O costs

10^c

Highest award, Gold Medal, at Portland Exposition, 1905.



Prepared for Emergencies

You must never get the idea that the lovely bride is not prepared for other emergencies than the visits of father and mother and the sudden dropping in of friends for the evening. Why, when at about five o'clock, Jack calls her up from the office and says, "Hello, dear! Say, here's Billy Dodge and Bob Douglass, in town for the night. Shall I bring 'em up to dinner?" she doesn't say, as so many wives might, "Oh, don't, Jack! There isn't a thing for dinner fit for company." Nan says, "Why, of course, Jack, I'll be delighted. I've the loveliest big Jell-O dessert made—the kind men like, you know—and a splendid Jell-O salad. Don't let 'em off, dear."

Jack's friends come and are charmed by the beautiful home-life of their old chum. At dinner Bob may be a bit extravagant when he declares the dessert the best ever enjoyed by man, but not much so, for it was made from this recipe:

Peach Whip

Dissolve a package of Peach or Orange Jell-O in a half-pint of boiling water. Just as it begins to set add half a pint of peach juice, and whip. Then beat in a cup of whipped cream and a cup of crushed peaches, and set in a cold place to harden.

The artist has made a picture of the dessert on page 10, and he shows the dabs of whipped cream which Nan added. There is a recipe on page 18 for the "Thrifty Salad" which she served.

Highest award, Gold Medal, at Jamestown Exposition, 1907.

Orange Jell-O



Mrs. Rorer, the famous cook and author who talks monthly to readers of "Good Housekeeping," contributed two of these Orange Jell-O recipes. The "Jell-O Sunflower" is the newest Jell-O recipe.

Orange Delight

Dissolve a package of Peach or Orange Jell-O in a pint of boiling water. Pour a little of the Jell-O into the mould, lay in sliced oranges, add a little cool Jell-O, let it harden, then add another layer of oranges and more Jell-O until the mould is full. Serve with whipped cream.

Mrs. Rorer's Coupé Santa Marie

Dissolve one package of Orange Jell-O in one pint of boiling water. Fill sherbet glasses one-fourth full with mixed chopped fruits that are in season: peaches, apples, grapes, bananas or small fruits. Pour over enough Jell-O to fill the glasses two-thirds full. When cold, heap on whipped cream and place a cherry on top.—*Sarah Tyson Rorer.*

Mrs. Rorer's Jambolaya

Fill a mould or tall glasses a little more than half full of mixed sliced fruits, oranges and bananas and other fruits in season. Dissolve one package of Orange Jell-O in one pint of boiling water. When cool pour it over the fruit in the mould or glasses. Chopped nuts may be added. Set away to harden.—*Sarah Tyson Rorer.*

Pineapple Trifle

One-half can grated pineapple, two-thirds cup sugar. Cook up together. Dissolve one package of Orange Jell-O in one-half pint of boiling water. Add the pineapple and juice of half an orange to Jell-O when it has cooled a little and set away to harden. When it begins to set, add one-half pint cream whipped stiff. Stir thoroughly and turn into a bowl or mould to harden.

Jell-O Sunflower

Dissolve one package of Orange Jell-O in a pint of boiling water. Cut a small hole in the end of each of six medium size oranges and by means of a pair of scissors and a spoon remove all the pulp. Take the pulp, free from skin, cut into very small pieces, mix with Jell-O after it is cool, and put into the oranges. When set, turn oranges upside down so that the opening will be underneath, and with a sharp knife divide into six segments, turning them back to form the petals. For the center, dissolve a package of Chocolate Jell-O in a pint of boiling milk and when cold heap it in the center of each sunflower. Sprinkle around the outer edge of the Chocolate Jell-O a little grated orange or lemon rind to represent stamens. Serve on individual plates, garnished with lettuce or nasturtium leaves.

Highest award, Gold Medal, at Seattle Exposition, 1909.





A Treat for Old Schoolmates

On this beautiful summer afternoon three of her schoolmates—all happily married—gather at her home to live again their girlhood life and exchange confidences regarding the whims of their husbands and the cleverness of their babies—mingled, of course, with discussions of dress and other weighty topics. And when they get back to the subject of husbands, and dwell on Will's fancy for cream pie and Jack's liking for Jell-O and whipped cream and Arthur's love for salads, the hostess exclaims, "That reminds me. Excuse me just a minute, please," and disappearing, reappears with the same happy smile she wore when father and mother were her guests on that first call, and pushing a tea-wagon, laden with a cluster of cool-looking, sparkling salads nestling in crisp green leaves and in a setting of dainty china, bright silver and snow-white linen.

And isn't that salad perfectly splendid, and aren't the lovely bride's accomplishments as a housewife the most wonderful ever dreamed of? How did she do it? And, Oh, we must have the recipe! So each guest receives a copy of the recipe for the salad, which is the "New Manhattan," at the top of page 18 of this book.

Page 18 is a page of Jell-O Salads. A dozen pages could be filled with others almost as good, all easily made of Lemon Jell-O, which in most cases is more satisfactory than plain gelatine for such salads.

Highest award, Grand Prize, at Panama-Pacific Exposition, 1915.

Miscellaneous Recipes



Neapolitan Jell-O

Neapolitan or layer pieces are easily made and are very nice. One of the finest is made as follows: Dissolve one package of Lemon Jell-O in one pint of boiling water. Pour two-thirds of it into a square mould or basin, and when it has set beat the rest and pour it on. When this layer has set, dissolve one package of Strawberry Jell-O in one pint of boiling water, and when cold, using a spoon, put two-thirds of it on the Lemon Jell-O in the mould. When this has set, beat the rest, pour it on, and set away to harden.

Raspberry Jell-O may always be used instead of Strawberry Jell-O for layer desserts, if preferred or if more convenient, and Orange or Peach Jell-O may be used instead of Lemon Jell-O.

A layer of beaten Lemon Jell-O between two layers of unbeaten Cherry Jell-O is another combination that makes a beautiful dessert. Beat a little more than one-quarter of the Lemon Jell-O for the middle layer, serving the rest in some other way.

Any two different colors of Jell-O can be used instead of Cherry and Lemon for three-layer pieces, or they can be made by whipping a little more than half the Jell-O from one package, any flavor, and making two layers of it, with a layer made of the unwhipped part between them.

The "Whipped Neapolitan" illustrated on page 10 is made of whipped Lemon, Strawberry and Chocolate Jell-O, a full package being used for each layer. Whipped cream may be served with any of these layer desserts.

Macaroon Velvet Jell-O

Dissolve one package of any flavor of Jell-O in one pint of boiling water. When it begins to thicken beat until thickness of whipped cream, then add one cup whipped cream and six crushed macaroons. Whip together thoroughly, let harden, and serve with whipped cream.

Nut Frappé

Dissolve one package Jell-O, any flavor, in one pint of boiling water. Set aside to harden. Stir one-half cup granulated sugar into one pint of whipped cream. When Jell-O is just on the point of setting, mix Jell-O and whipped cream by beating with a fork, and add one cup chopped nuts. Serve in sherbet glasses with fresh or preserved fruit.

Chocolate Walnut Jell-O

Dissolve one package of Chocolate Jell-O in one pint of boiling water. When it begins to harden, add one-half cup English walnut meats and a half dozen figs cut up fine. Set away to harden. Serve with whipped cream. Chocolate Jell-O makes the kind of Chocolate puddings that are liked by everybody.

Only
10^c

Highest award, Gold Medal, at St. Louis Exposition, 1904.



Who Knows Better what's Good?

Babe, of the Chocolate Jell-O episode, is nearly six years old, and for three years has had a sister who eats good things and thrives so sturdily that Bobbie—the baby of old—declares he must hump himself or she will catch up with him before Christmas and have a stocking bigger than his to hang up. Bobbie and Bettie like Jell-O, and as it is pure and wholesome, mamma—who is the lovely bride of old, still looking scarcely a day older—gives it to them two or three times a week at least. One day when she asked Bobbie which Jell-O flavor he liked best he said, "Raspberry, I guess, or mebbe Orange, or Strawberry, or Peach, or Lemon, or Cherry, or Choc'lit—Oh, I guess I like all of 'em best."

Bobbie's answer sums up the general experience, and that is why so many prudent housewives buy Jell-O by the dozen packages instead of one or two at a time. An assortment of the seven different flavors can be secured in this way.

There used to be a prevailing impression among mothers that if the children were particularly fond of anything eatable, it couldn't be good for them. It isn't so now. Mothers have learned that Jell-O and many other good things which they themselves like are all the more wholesome and nourishing from being relished. They have learned, too, that desserts, especially for the little folks, should be light and digestible.

Highest award, Gold Medal, at Portland Exposition, 1905.



The Jell-O Girl Talks to her Class

Attention, children! Some day you will be buying groceries, and if they have continued to go up in price, you will do well to consider the cost of different articles of food. For one thing, you will find there are different qualities or grades of the same kinds of foods, and that frequently the best cost no more than the inferior grades. This applies now to Jell-O, which has cost 10 cents from the beginning and will probably never cost more, regardless of the rise in price of other foods.

There are not many good things to eat sold for 10 cents now. I hope Jell-O will not be the only one when you are paying the bills.

Now for our example: A package of Jell-O costs 10 cents. The boiling water costs nothing, so we add nothing to 10 cents, and there it stands—10 cents for a big Jell-O dessert; not only big, but delicious and pure and lovely, good to eat, good for you, good for everybody.

Marion Harland says "Cheapness, simplicity and wholesomeness are among the best qualities of Jell-O." Mrs. Rorer asks: "Why should any woman stand over a hot fire, mixing compounds to make people ill, when in two minutes, with an expense of 10 cents, she can produce such attractive, delicious desserts?"

These great authorities on cookery never recommend anything that is not good.

I hope your mammas will all give you Jell-O for dinner today.

Highest award, Gold Medal, at Jamestown Exposition, 1907.

Salad Recipes

It is an easy matter to make attractive and appetizing salads by using Jell-O to give them form and piquancy, and the woman who cannot cook can make them as nicely as the experienced cook.

New Manhattan Salad

Dissolve one package of Lemon Jell-O in a pint of boiling water. While it is cooling, chop one cup of tart apples, one cup of English walnuts, one cup of celery, and season with salt. Mix these ingredients and pour over them the Jell-O. Cool in individual moulds, and serve with mayonnaise or French dressing on crisp lettuce leaves, garnished with pimientos or radishes.



Thrifty Salad

(Illustrated on page 9.)

Dissolve one package of Lemon Jell-O in one pint of boiling water. When cold, put a shallow layer in bottom of mould, and when partly set, place in sliced tomatoes. Fill mould with alternate layers of salmon, cold cooked peas and cold Jell-O. Serve on bed of lettuce leaves, garnished with tomatoes, adding French dressing or mayonnaise.

Spanish Jell-O Salad

(Illustrated on page 10.)

Dissolve one package of Lemon Jell-O in one pint of boiling water. Mix lightly one small cup of finely shredded cabbage, one cup chopped celery, the pulp of two oranges cut fine, and about one-third of a small can of pimientos. Season with salt. Just as Jell-O begins to set add the mixture. Mould in teacups or individual Jell-O moulds. Set in a cold place to harden, and serve on a crisp lettuce leaf with mayonnaise dressing. Nuts may be added to the salad if desired.

Tomato Jell-O Salad

Cook one-half can of tomatoes with a small onion cut in pieces and half a bay leaf until the onion is soft. Rub through a sieve. Add enough water to make a pint, the juice of one lemon, a little red pepper, and salt to taste. Heat to the boiling point and then dissolve a package of Strawberry Jell-O in it. Pour into individual moulds and when set serve on lettuce leaves with salad dressing—or, jell in a border mould and turn out on a platter and fill the center with chicken or celery salad.

Cucumber Salad

Dissolve a package of Lemon Jell-O in three-fourths pint of boiling water. Add one medium-size cucumber, grated or chopped fine, two tablespoons vinegar and pinch of salt. Let harden. Serve on lettuce leaf with finely chopped sweet green peppers and pimientos sprinkled over, and good mayonnaise dressing.

Hang This
Book Up
in the
Kitchen

Highest award, Gold Medal, at Seattle Exposition, 1909.

10¢



10¢

ABOVE IS THE JELL-O PACKAGE

ANYTHING SOLD IN ANY OTHER KIND OF PACKAGE IS NOT JELL-O. DON'T ASK FOR A "JELLY POWDER" WHEN YOU WANT JELL-O, BUT ASK FOR JELL-O, AND LOOK AT THE PACKAGE.

THE FAMOUS JELL-O DESSERTS CANNOT BE MADE WITH ANYTHING BUT JELL-O.



ALMOND-CHERRY JELL-O

RECIPE ON PAGE 11.

JELL-O ICE CREAM POWDER

Alexander the Great enjoyed a frozen substance not unlike our ices and sherbets of today, but he never knew the delight of eating ice cream. Even our own grandmothers were generally deprived of THAT enjoyment. Ice cream was a very expensive luxury in their day, and though it touched a peculiarly responsive spot in the American appetite, it was hard to get. There were not many persons who could make good ice cream, even when they felt that they could afford to attempt it, and making ice cream at home never became general until Jell-O Ice Cream Powder opened the way. Now ice cream is made in this way:

Stir one package of Jell-O Ice Cream Powder into a quart of milk and freeze in the usual way. This will make nearly two quarts of delicious ice cream, and the cost will be about NINE CENTS A QUART.

Do not add eggs, sugar, flavoring, or anything else, for everything is in the powder.

The cost is very much less, of course, than when eggs and other expensive ingredients are used, and the work and fuss and worry are cut out entirely. There is no cooking to do—absolutely nothing to do but stir the powder in milk and freeze it.

The cost amounts to a trifle more than a cent a dish for the delicious ice cream made in this easy way.

Use condensed or evaporated milk when you cannot get fresh milk, and use as directed on the back of package.

Puddings of exquisite flavor, and sherbets, souffles and other ices are also made of Jell-O Ice Cream Powder. All of the beautiful ice creams, sherbets and puddings on the next two pages were made of it. There are some fine recipes on the fourth page.

There are Five Different Flavors of Jell-O Ice Cream Powder:
VANILLA, STRAWBERRY, LEMON, CHOCOLATE, UNFLAVORED.

At all Grocers' and Dealers', 10c. each.

THE GENESEE
PURE FOOD CO.
LE ROY, N. Y.

10¢



DELICIOUS THINGS
MADE OF JELL-O ICE CREAM POWDER

MINT
SHERBET

ORANGE
SHERBET

LEMON
SHERBET

GRAPE FRUIT
SHERBET

LEMON PUDDING

FLOATING
ISLAND
PUDDING

STRAWBERRY ICE CREAM

PUDDINGS, SHERBETS AND ICES

Not only ice cream, but a great variety of other delightful dishes can be made with Jell-O Ice Cream Powder. Among them is this celebrated pudding:

Delicious Cream Pudding

Put one quart of milk in double boiler (saving out one-half cup) with one package of Jell-O Ice Cream Powder (any flavor) and a pinch of salt. Stir all together. Heat to the scalding point. Then stir two heaping tablespoonfuls of corn starch (or flour, if you prefer it) into the half cup of cold milk saved from the quart, and stir this slowly into the scalding milk and thicken to the desired consistency. In this way a thick or thin pudding can be made.

This is only one of a great number of particularly fine puddings that are made of Jell-O Ice Cream Powder. The Lemon Pudding shown in the picture on the other side of this leaf was made from the recipe above.

The delicious Lemon Sherbet in the same picture was made from the following recipe:

Lemon Sherbet

Three-quarters of a cup of lemon juice, two cups of sugar, five cups of water. Grate the rind of two lemons and rub into the sugar. Add the water and boil three minutes. Strain through a cheese-cloth. Dissolve in the sugar and water one package of Lemon or Unflavored Jell-O Ice Cream Powder. Add the lemon juice, and when perfectly cold, freeze. This makes about three quarts of delicious sherbet.

The finest possible Orange Sherbet is made from the same recipe by using three-quarters of a cup of orange juice and juice of one lemon and the grated rind of two oranges instead of lemons.

Grape Sherbet is easily and quickly made by dissolving a package of Lemon or Unflavored Jell-O Ice Cream Powder in one pint of water, then adding one pint of grape juice and freezing.

In each package of Jell-O Ice Cream Powder there is a small folder containing full instructions for making all kinds of puddings as well as ice creams and water ices.

Compared with the old methods, the ease with which all these delicious dishes are made by using Jell-O Ice Cream Powder is very surprising. No woman, after trying the new way, will ever go back to the old way again.

We recommend the White Mountain Freezer, which is made in different sizes and is sold at low prices.